

UX ANALYSIS AND DESIGN

APPLICATION : PEGASUS

Hakan Sezgün



CONTENT

APP INFORMATIONS

USER RESERCH

DESIGN SOLUTIONS

1) User Testing

1) Paper Wireframes

2) Personas

2) Usability Test Results / Implications

3) Test's Notes

4) User Journey

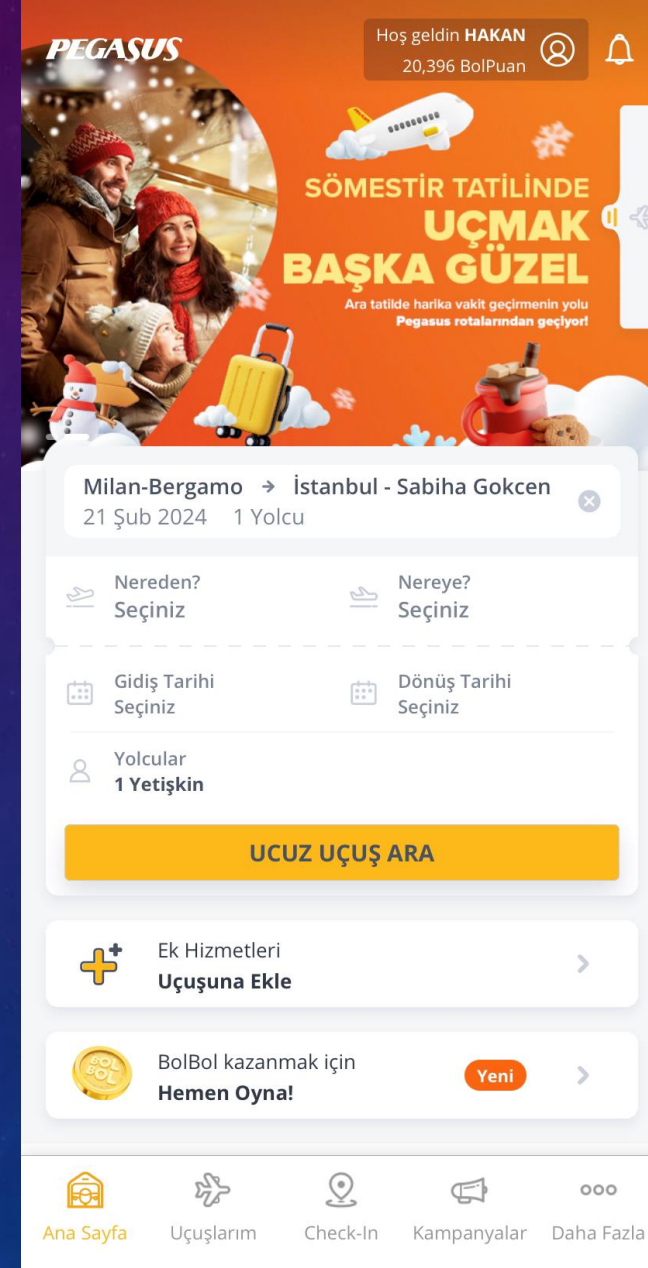
5) Touchpoints

APP INFORMATIONS

WHAT DOES THE APPLICATION DO?

Pegasus application allows its users to buy tickets, ability to control flights, check-in and check campaigns via the online platform.

They can also earn flight points thanks to the game called "BoIBoI" on the platform, and use these points on their next tickets to get discounts on prices.



USER RESEARCH

1) User Testing

a. The Task

Users should purchase the cheapest flight between Istanbul Sabiha Gökçen - Italy Milan Bergamon airports between January 25 - February 10, check in and prepare their boarding pass.

b. Platform

This task was performed only on the mobile platform, Apple Model, iPhone 11.

c. Previous Experiences With Pegasus App

Participant A: Person A uses the application regularly and has done many of the tasks.

Participant B: Person B knows how to buy a ticket, but has not did chec-in in with the app before.

Participant C: Person C has bought tickets from different applications before, but has never experienced Pegasus.

Tarih Seçimi

Gidiş Dönüş Tek Yön

Gidiş Tarihi Seçiniz Dönüş Tarihi Seçiniz

Ocak 2024

Pt	Sa	Ça	Pe	Cu	Ct	Pa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Şubat 2024

Pt	Sa	Ça	Pe	Cu	Ct	Pa
			1	2	3	4
5	6	7	8	9	10	11

SAW — BGY fiyatları TL ile listelenmektedir.

30 Günlük Fiyatları Gör

Tarihleri Onayla

USER RESEARCH

2) Personas

Participant A

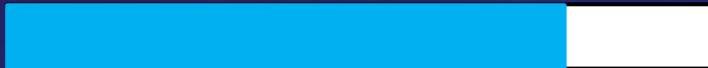
Name: Kağan

Age: 23

Gender: Male

Job: Student (Historical Sciences)

Relevance Level To Technology:



Participant B

Name: Barış

Age: 24

Gender: Male

Job: Student (Civil Engineering)

Relevance Level To Technology:



Participant C

Name: Bilge

Age: 23

Gender: Female

Job: Student (Psychology)

Relevance Level To Technology:



USER RESEARCH

3) Test's Reports

Participant A

Task Finished: Yes

Finish Time: 04.19 minutes

Was there any problem: No

Why did this problem occur: -

PainPoint And Comment:

Since he was familiar with the system and the task given, he quickly did what was asked as if it were an ordinary job and sat back after saying it was done.

Participant B

Task Finished: Yes

Finish Time: 06.48 minutes

Was there any problem : Yes

Why did this problem occur:

After quickly completing the ticket purchasing part, he tried to check in, but since he carelessly passed the "Do you want to check in" question asked after purchasing the ticket, he tried to find the check in part within the application.

PainPoint And Comment:

He commented that the check-in section should be shown as more noticeable and important when purchasing a ticket.

Participant C

Task Finished: Yes

Finish Time: 09.51 minutes

Was there any problem : Yes

Why did this problem occur:

Since she entered a specific date in the ticket purchasing section, she was directed to the page where the desired date was displayed, not to the page where she could look for the cheapest ticket.

PainPoint And Comment:

She said that it was ridiculous to look for cheap tickets by searching directly for tickets without entering the date, and she got angry.

USER RESEARCH

4) User Journey Participant A

	Participant A (Kağan)	Scenario	Expectations		
		Users should purchase the cheapest flight between Istanbul Sabiha Gökçen - Italy Milan Bergamon airports between January 25 - February 10, check in and prepare their boarding pass.	<ol style="list-style-type: none"> 1) Find and open the application on the home screen 2) Being able to switch to the ticket purchasing screen 3) Find and buy the cheapest ticket 4) Get check-in successfully 		
PARTS	Open The App	Examining the Home Screen	Entering Information for Ticket	Confirming the Ticket	Checking Check-in
ACTIONS	Since he knows the image of the application, he easily finds it on his phone and opens it.	Since he knows the image of the application, he easily finds it on his phone and opens it.	Fill in the ticket details (food service, TV support, etc.) and proceed to the purchasing section.	He added the flex ticket feature without any intervention, just in case, when purchasing the ticket.	Without turning off the screen directly, he made check-in and put the phone away.
IDEAS	Even someone who does not know the application can easily find it by visual inspection.	The screen says "Buy a cheap ticket". It shouldn't be hard to guess what it will be like.	Everything is pretty clear with all the options.	It is also necessary to save the flight code and information with a screenshot, just in case.	Online check-in provides extreme convenience when flying, it is completely user-friendly.
PainPoints	-	-	-	-	-

USER RESEARCH

4) User Journey Participant B

	Participant B (Barış)	Scenario	Expectations			
		Users should purchase the cheapest flight between Istanbul Sabiha Gökçen - Italy Milan Bergamon airports between January 25 - February 10, check in and prepare their boarding pass.	<ol style="list-style-type: none"> 1) Find and open the application on the home screen 2) Being able to switch to the ticket purchasing screen 3) Find and buy the cheapest ticket 4) Get check-in successfully 			
PARTS	Open The App	Examining the Home Screen	Entering Information for Ticket	Confirming the Ticket	Checking Check-in	
ACTIONS	Since he knew the application, he had no difficulty finding it.	Since he knew how to choose a ticket, he skipped this part without any difficulty.	He entered his ticket information and searched for cheap tickets for the given dates.	He made his choices about the services he could receive on the plane.	Since he missed the online check-in section that appeared on the screen when purchasing the ticket, he searched for the check-in page after purchasing it.	
IDEAS	It shouldn't be hard to find the icon that's been the same for years.	It is very easy to find this part as the ticket purchase page is directly in front of us.	Since the dates and cheap tariffs are written, the selection part is also quite easy.	Making choices can be said to be easy because it is just about reading comprehension.	The check-in section when purchasing the ticket should be shown more clearly and important. It may not be seen when you say next next.	
PainPoints	-	-	-	Instead of marking yes or no to individual services, they can be selected by clicking on a single page.	The check-in part is not clear enough, it should be made clearer that we can do this directly when purchasing a ticket.	

USER RESEARCH

4) User Journey Participant C

	Participant C (Bilge)	Scenario Users should purchase the cheapest flight between Istanbul Sabiha Gökçen - Italy Milan Bergamon airports between January 25 - February 10, check in and prepare their boarding pass.	Expectations 1) Find and open the application on the home screen 2) Being able to switch to the ticket purchasing screen 3) Find and buy the cheapest ticket 4) Get check-in successfully		
PARTS	Open The App	Examining the Home Screen	Entering Information for Ticket	Confirming the Ticket	Checking Check-in
ACTIONS	Even if she had never used the app before, she easily recognized it from its symbol.	Despite the "cheap ticket" text, she examined the screen and clicked on the text directly at the end of the review.	She entered the information to buy the ticket, but since she entered the exact date, the cheap ticket screen for that date appeared, not the cheapest ticket.	She started to get bored while reading all the articles for additional services.	As she slowly read through the additional services section, she saw the check-in section and handled it there.
IDEAS	Finding the app wasn't difficult as I was familiar with seeing its icon from ads.	Just writing "find cheap tickets" is not enough to indicate what it is for.	I probably wouldn't be able to continue if I didn't go back to the home page and start over.	It was very boring to choose what I wanted page by page, it would be much better to do it in one place, like a survey.	It was very good that they offered online check-in once the ticket transactions were completed.
PainPoints	-	The user was surprised by the fact that the "cheap flight" text had a general meaning and did not say anything specific.	The fact that other dates and prices are not listed makes it difficult for users who choose a day.	Having all the services offered to be read and selected on different pages can tire and annoy users.	-

USER RESEARCH

5) TouchPoints

Before

Since Pegasus is a flight company that promises cheap and comfortable travel in its advertisements, it makes advertisements to emphasize this. Naturally, many users are impressed by this and start using the Pegasus app more. **This process implemented before sales can be considered very successful and user-friendly.**

During

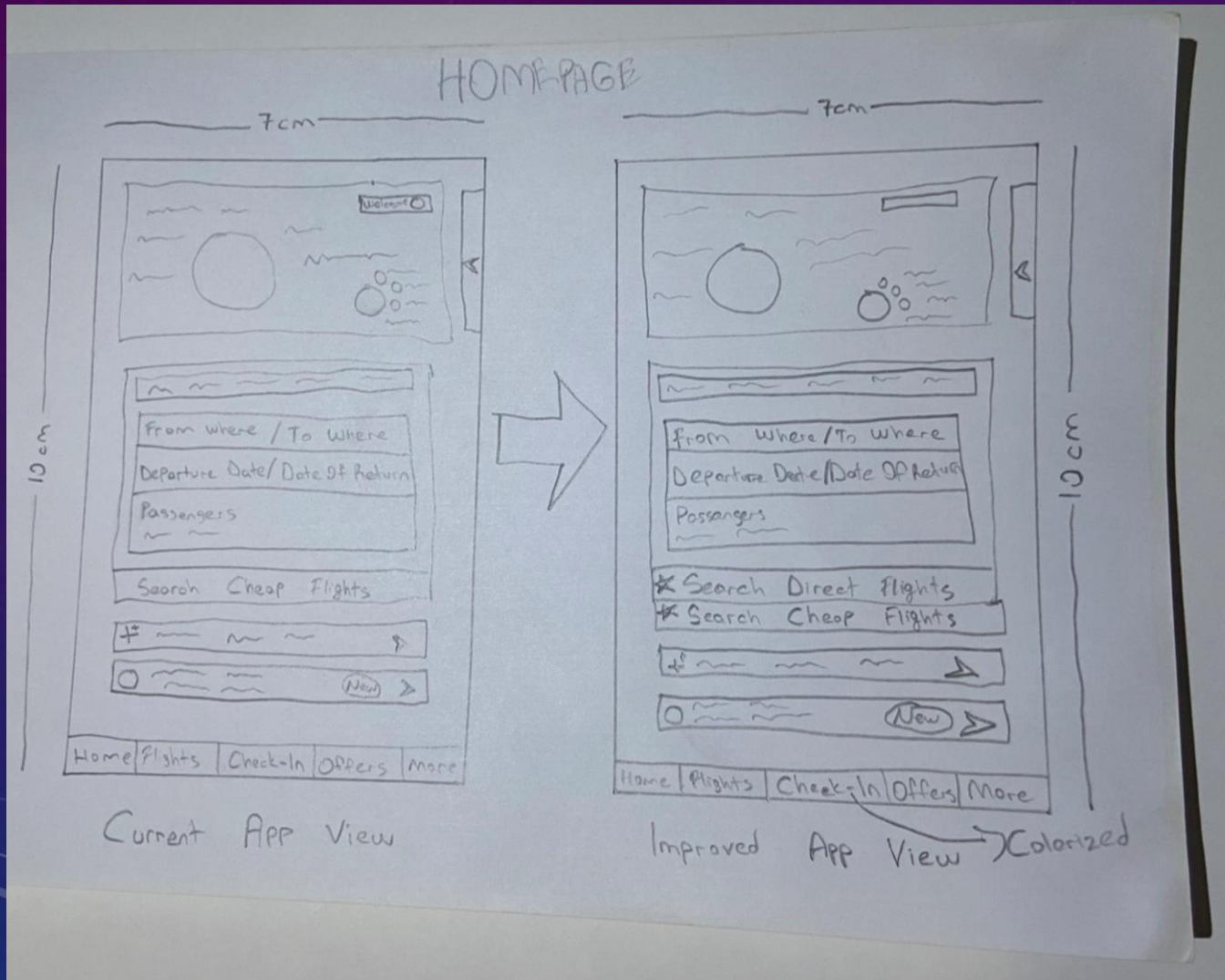
During the purchase process, the application is simple in terms of interface and clear in purchasing tickets, so it does not create any situation that will force the users or leave them uninformed. **It can be said that he got a passing grade in this section as well.**

After

If you have any questions or problems after purchasing the ticket, the most logical thing to do is to contact the support section, but since Pegasus' "help" page is very complicated and text-heavy, users cannot use it comfortably. When you call customer representatives, even though you explain exactly what your problem is, you cannot reach the relevant unit at once, and you have to wait for a medium to high time due to busy lines. After all this waiting, sometimes the problem may not be solved. **We can say that Pegasus is failing in this part.**

DESIGN SOLUTIONS

1) Paper Wireframes



There is only a cheap flight search button on the main screen of the current application, and this is a situation that makes it difficult for users to distinguish between a direct flight search and a cheap flight search.

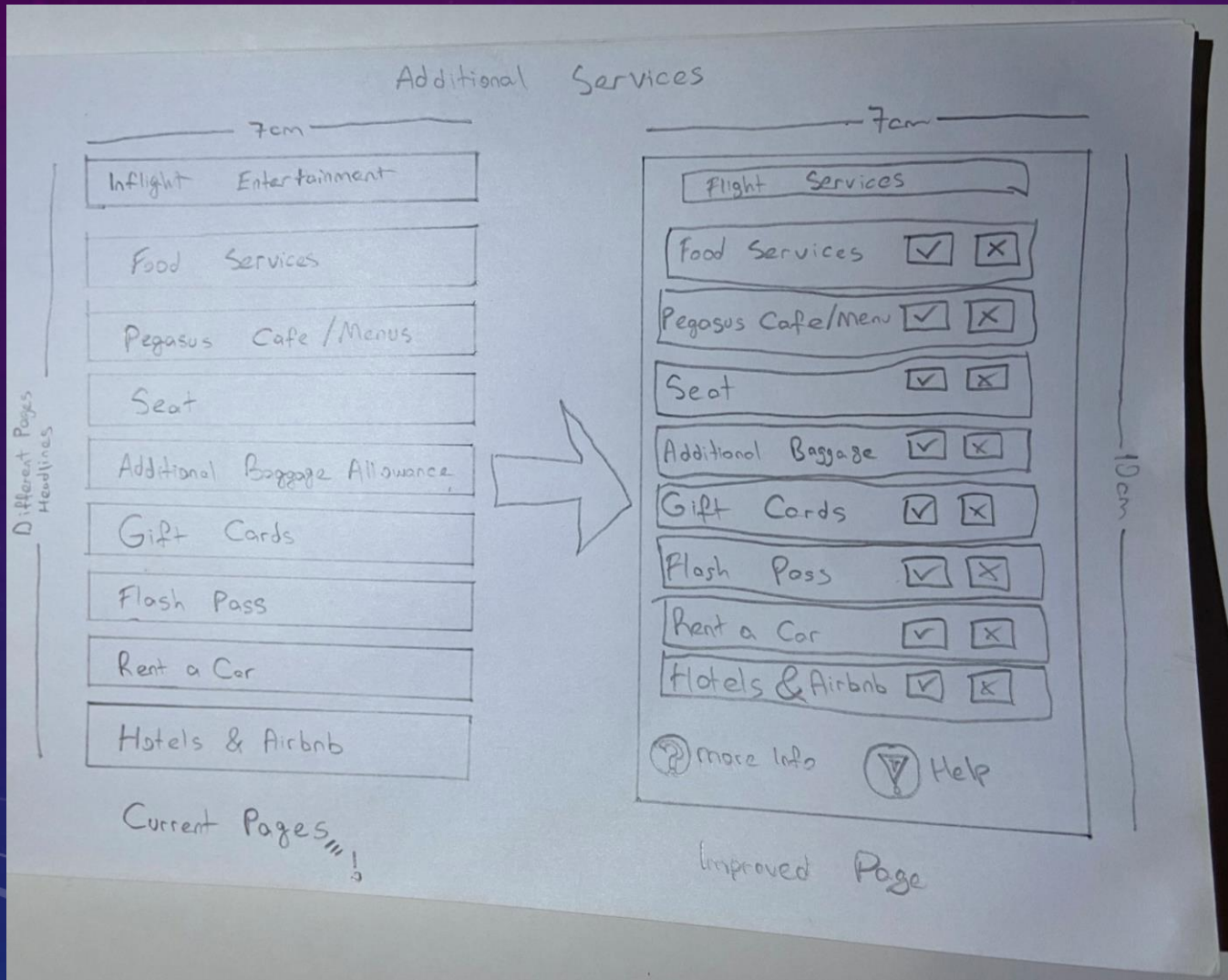
To fix this situation, I added an extra button so that users can get specific direct flights. In this way, he can list the flights on the desired date and time before they become cheaper.

In addition, it is very possible for users who use the application for the first time or who have not used it online before to miss check-in.

I colored the check-in button and made it conspicuous in order to attract users' attention and make them aware of it.

DESIGN SOLUTIONS

1) Paper Wireframes 2



When making ticket choices, it is necessary to go through a 9-10 page selection screen for additional services, which annoys the users and slows down the ticket purchasing process.

I speeded up the selection time by gathering all the preferences on a single screen. If the user wanted to receive these services, I redesigned the selection page so that only then the selection page would open and the details would appear.

DESIGN SOLUTIONS

2) Usability Test Results

POSITIVE

Directing users to the application

Being able to use advertising power well

Directing users to the application

Being able to use advertising power well

Fulfilling the promise made to users of the opportunity to find cheap tickets

NEGATIVE

Does not display important details in a way that attracts the user's attention

Lack of live support provided to users

At some points, convenience has been sacrificed to keep the user in the application longer.

DESIGN SOLUTIONS

2) Implications

Users of the application can easily carry out their transactions without having to use extra technology, we can say that Pegasus owes this only to its design and easy understandability.

It is clearly understood that important points and conditions should be prepared more clearly for users when preparing an application.

